BUSINESS DEVELOPMENT MANAGER COVER LETTER

SAMPLE 1

Annalise Sinclair

(111) 789-3456

annalise.sinclair@email.com

19-Aug-19

Dear Hiring Manager,

I am excited to apply for the Business Development Manager Position at Foundry Marketing. As someone who is familiar with the endeavors of your company, I would enjoy taking on this role and leveraging my existing skills to help you optimize your operations. Courtesy of my multiyear history of entrepreneurial development for entities of all sizes, I am skilled in the areas of demand recognition, human resources, budgeting, marketing, and expansion.

My experience includes business advancement and development roles with companies such as Innovation Advertising, Flagship Engineering, and Crossover Software. Due to the diverse nature of these employers, I developed a long list of skills that can be leveraged to help any firm fulfill its customers' needs more effectively. Examples include a far-reaching market understanding, effortless performance under tough deadlines and advanced professional communication. I am also a strong believer in ongoing learning and spend dozens of hours attending courses of continuing education every year.

Among my main attributes that can be leveraged to optimize your ventures at Foundry Marketing are outstanding flexibility and rapid adaptation to new systems. I am familiar with the never-ending changes to business practices and have a 93% success rate when it comes to employing new corporate strategies. I have also managed north of $7 million in long-term assets and inventory, reaching a record rate of less than 3% of loss due to obsolescence.

I am thankful for your time and consideration of my application. As you continue the hiring process for the Business Development Manager position, I would be delighted to communicate my other accomplishments and career goals in person. I am also looking forward to future correspondence as I would love to find out more about the expectations that you have for your business developers and how I could best meet them.

Best Regards,

Annalise Sinclair

SAMPLE 2

Cecilia Moore

Human Resources Director

Majestic, Inc.

302 Traders Alley

Rochester, MI 48306

Dear Ms. Moore,

As a revenue-focused business development manager with more than 7 years of experience in new business development and solution selling, I was thrilled to see your ad for a business development manager position at Majestic, Inc. In a data-obsessed world, Majestic is changing the way businesses access and consume legal services. To spread your message, you need a business development manager skilled in creating concept proposals, analyzing target markets, and negotiating contracts. I think you’ll find my resume of interest.

In my role as a business development manager at Presso in New York, I collaborated with cross-functional teams, including marketing, sales, and product development to create new competitive concept proposals that generated 20% more business than previous company bests. I also performed structured analyses of target markets and clients, documenting them in the Salesforce CRM system, and resulting in 15 new B2B client accounts. My contract negotiation skills landed a $2.5M contract in 2019 and increased company sales by 30%.

The prospect of working for Majestic, Inc. as a business development manager excites me because you have an innovative service that’s intelligently delivered. I’ve surveyed a subset of your customers, and your commitment to data, quality, and incorporating client input in your offerings is exactly the kind of approach I’ve been looking for. I’d value the opportunity to speak with you next week to discuss how my skills in negotiation and my knowledge of omnichannel processes can help grow your revenue.

Best regards,

Alyson Hanger

Business Development Manager

248-866-7428

alyson.hanger@gmail.com

SAMPLE 3

Dear Ms. Lordes:

Upon review of your posting for a Business Development Manager, I was immediately compelled to submit my resume for your review. As an experienced, senior-level professional with a strong history of driving dynamic product sales, managing client relationships, and substantially increasing revenues, I stand to significantly contribute to your objectives in this position.

My experience in identifying new business opportunities, cultivating and maintaining relationships with executive business partners, and spearheading effective sales and market penetration strategies positions me to greatly impact your organization. By leveraging expertise and insight to implement forward-thinking and strategic business development solutions, I excel at connecting with key decision-makers and quickly building profitable, lasting partnerships that sustain revenue growth.

Following are highlights of my qualifications

* Managing business development and relationship management efforts for Stingray, a Fortune 500 company; spearheading account management efforts and cost / risk analyses to achieve optimal client satisfaction.
* Evolving new lines of business through account prospecting, market analysis, and client relationships to propel business success and achieve organizational goals.
* Conducting dynamic presentations targeted to key decision makers while negotiating profitable contracts and agreements in conjunction with senior management.
* Creating and delivering high-impact presentations; overseeing proposal development and negotiations to realize outstanding sales performance and business growth.

My dedication to forging key partnerships to drive business development and advantage, along with my proven talents in sales and marketing management, characterize my career accomplishments and will allow me to significantly benefit your team. I look forward to discussing this position in further detail. Thank you for your consideration.

Sincerely,

Michele D. Schall

SAMPLE 4

Dear Mr. Hennis:

If you are looking for a dynamic, personable, and revenue-driven professional to join your team as your next Business Development Officer, I invite you to consider the enclosed resume detailing my experience and credentials. As an experienced business development manager with a strong history of driving corporate development efforts and managing client relationships, I can significantly contribute to the accomplishment of your objectives in this role.

My experience in strategically restructuring business processes and systems, achieving organizational goals, and nurturing beneficial relationships positions me to substantially impact your company. By leveraging expertise and insight to implement forward-thinking and strategic business solutions, I excel at optimizing development methodologies and managing projects to realize increased revenues and overall success.

Following are highlights of my qualifications:

* More than 12 years of success in business development growth and management for Fortune 500 companies; consistently achieving corporate growth objectives through the development of innovative and successful business initiatives and marketing strategies.
* Prospecting and acquiring new clients with annual revenues of up to $4.8M by utilizing internal leads, contact networks, and referrals.
* Delivering outstanding customer experiences during every client interaction, leading to unparalleled customer loyalty, an impressively high rate of referral business, and an increase in long-term business partnerships.
* Conducting high-impact presentations and product demonstrations to ensure optimal product comprehension for both internal staff and clients.
* Utilizing superior communication and time management skills while leveraging Six Sigma Green Belt training to drive business success.

My dedication to propelling business development efforts, along with my steadfast motivation to meet or exceed goals, characterizes my career accomplishments. These skills, combined with energetic and articulate presentation talents, will allow me to greatly benefit your team. I look forward to discussing this position in further detail.

Thank you for your consideration.

Sincerely,

Jamie V. Kendrick

SAMPLE 5

Dear Mr. Mitchell,

As a highly skilled Business Development Manager, I read your posting for a new Business Development Manager with interest. My experience aligns well with the qualifications you are seeking at Mitchell Marketing, in particular my role as Business Development Manager with Company Name, and I am certain I would make a valuable addition to your organization.

With more than eight years’ experience as a Business Development Manager, I am adept in user requirements gathering, market research, and forecasting. Moreover, while my on-the-job experience has afforded me a well-rounded skill set, including first-rate strategic planning and project management abilities, I excel at:

* Developing client proposals and presenting at stakeholder meetings.
* Coordinating with other departments to best align company goals and strategies.
* Working with product development teams to implement customer feedback.
* Motivating team members and junior staff to exceptional performance.

In addition to my experience and personal qualities, I have a solid educational foundation and a passion for technology and business. I am extremely enthusiastic about Mitchell Marketing’s focus on working with leading IT firms and would welcome the opportunity to contribute to your business development goals.

Please review my attached resume for additional details regarding my expertise and career achievements. I will follow up to request an appointment to discuss how my experience and background meet your needs.

Thank you for your time and consideration.

Sincerely,

Nolan Santana